

What is claimed is:

1 1. A method for conveying a message from a sending terminal to a  
2 receiving terminal over a telecommunications system that is at  
3 least in part a wireless telecommunications system, the method  
4 comprising the steps of:

5 a) assembling a plurality of frames of the message in a desired  
6 order, at least one frame including text and either a picture or  
7 a bookmark to a picture;

8 b) indicating a recipient of the message;

9 c) indicating that the message is to be sent to the indicated  
10 recipient;

11 wherein the step of indicating that the message is to be sent to  
12 the indicated recipient is performed once for all of the frames  
13 of the message rather than for each frame of the message, thereby  
14 providing to the recipient a message consisting of a plurality of  
15 frames in the desired order.

1 2. The method of claim 1, further comprising the step of  
2 associating with a frame of the message a special effect to be  
3 performed when the frame is displayed.

1 3. The method of claim 2, further comprising the step of  
2 reviewing properties of a frame of the message, including whether  
3 or not a special effect has been associated with the frame.

1 4 The method of claim 2, wherein the special effect is selected  
2 from the group consisting of vibrating the frame, providing a  
3 sound when the frame is first displayed, providing a sound when  
4 the frame is closed, opening the frame in stages, and closing the  
5 frame in stages.

1 5. The method of claim 1, further comprising the step of  
2 preparing a frame of the message by indicating a picture to be  
3 displayed in the frame and by providing text to be displayed in  
4 the frame.

1 6. The method of claim 1, further comprising the step of  
2 downloading from a service an already-created message and editing  
3 the text of a frame of the message to personalize the message for  
4 use as a message to an assumed operator of the receiving  
5 terminal.

1 7. The method of claim 1, further comprising the step of  
2 downloading from a service or retrieving from stored memory of  
3 the sending terminal an already-created picture for use as the  
4 picture of a frame of the message and providing text to be  
5 associated with the picture.

1 8. The method of claim 1, wherein the message is provided using  
2 a pre-existing message service selected from the group consisting  
3 of short message service (SMS), extended message service (EMS),  
4 and multimedia messaging service (MMS).

1 9. The method of claim 1, wherein the message consists of three  
2 ordered frames, each frame consisting of a picture and associated  
3 text personalized for an intended recipient.

1 10. The method of claim 1, wherein the message is protected from  
2 being copied using a form of protections selected from the group  
3 consisting of: copy protection, digital rights management, and  
4 encryption.

1 11. An apparatus for conveying an ordered sequence of frames of  
2 a message, at least one frame including both a picture and  
3 associated text, the message being conveyed at least in part  
4 using a bearer service of a wireless communications network, the  
5 apparatus comprising:

6 a) means for assembling a plurality of frames of the message in  
7 a desired order, at least one frame including text and either a  
8 picture or a bookmark to a picture;

9 b) means for indicating a recipient of the message;

10 c) means for indicating that the message is to be sent to the  
11 indicated recipient;

12 wherein the means for indicating that the message is to be sent  
13 to the indicated recipient requires on the part of a sender a  
14 single action to be performed for all of the frames of the  
15 message rather than for each frame of the message, thereby  
16 providing to the recipient a message consisting of a plurality of  
17 frames in the desired order.

1 12. The apparatus of claim 11, further comprising means for  
2 associating with a frame of the message a special effect to be  
3 performed when the frame is displayed.

1 13. The apparatus of claim 12, further comprising means for  
2 reviewing properties of a frame of the message, including whether  
3 or not a special effect has been associated with the frame.

1 14 The apparatus of claim 12, wherein the special effect is  
2 selected from the group consisting of vibrating the frame,  
3 providing a sound when the frame is first displayed, providing a  
4 sound when the frame is closed, opening the frame in stages, and

5 closing the frame in stages.

1 15. The apparatus of claim 11, further comprising means for  
2 preparing a frame of the message by indicating a picture to be  
3 displayed in the frame and by providing text to be displayed in  
4 the frame.

1 16. The apparatus of claim 11, further comprising means for  
2 downloading from a service an already-created message and editing  
3 the text of a frame of the message to personalize the message for  
4 use as a message to the indicated recipient.

1 17. The apparatus of claim 11, further comprising means for  
2 downloading from a service or retrieving from stored memory of  
3 the apparatus an already-created picture for use as the picture  
4 of a frame of the message and providing text to be associated  
5 with the picture.

1 18. The apparatus of claim 11, wherein the message is provided  
2 using a pre-existing message service selected from the group  
3 consisting of short message service (SMS), extended message  
4 service (EMS) and multimedia messaging service (MMS).

1 19. The apparatus of claim 11, wherein the message consists of  
2 three ordered frames, each frame consisting of a picture and  
3 associated text personalized for the indicated recipient.

1 20. The apparatus of claim 11, wherein the message is protected  
2 from being copied using a form of protections selected from the  
3 group consisting of: copy protection, digital rights management,  
4 and encryption.

1 21. A system, comprising:

2 i) an apparatus for conveying an ordered sequence of  
3 frames of a message, at least one frame including both a picture  
4 and associated text, the message being conveyed at least in part  
5 using a bearer service of a wireless communications network, the  
6 apparatus comprising:

7 a) means for assembling a plurality of frames of the  
8 message in a desired order, at least one frame including  
9 text and either a picture or a bookmark to a picture;

10 b) means for indicating a recipient of the message;

11 c) means for indicating that the message is to be sent to  
12 the indicated recipient;

13 wherein the means for indicating that the message is to be sent  
14 to the indicated recipient requires on the part of a sender a  
15 single action to be performed for all of the frames of the  
16 message rather than for each frame of the message; and

17 ii) means for providing a picture in response to a request  
18 for the picture;

19 thereby providing to the recipient a message consisting of a  
20 plurality of frames in the desired order.

1 22. The system of claim 21, wherein the means for providing a  
2 picture in response to a request for the picture does so in  
3 response to a bookmark according to the wireless application  
4 protocol (WAP).

1 23. The system of claim 21, wherein the means for providing a  
2 picture in response to a request for the picture does so in  
3 response to an indication that the picture be downloaded for use  
4 in a message being composed.